

# 'The Mango Phone' Pre-Prod.



Figure 1 - character sketch

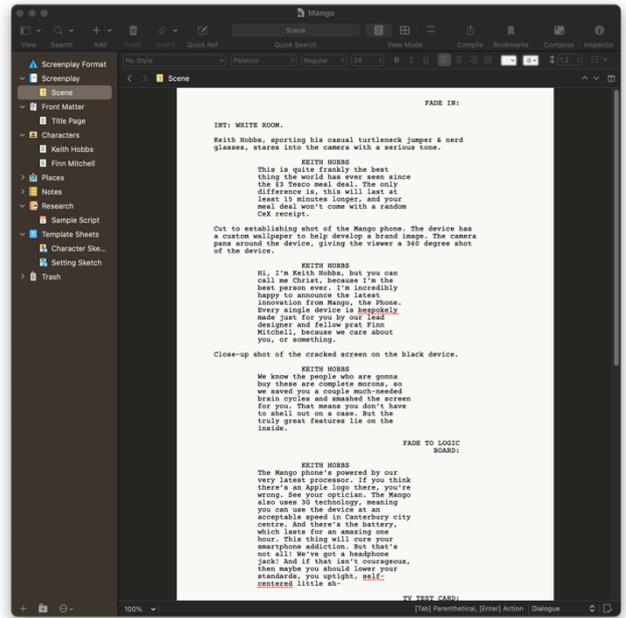
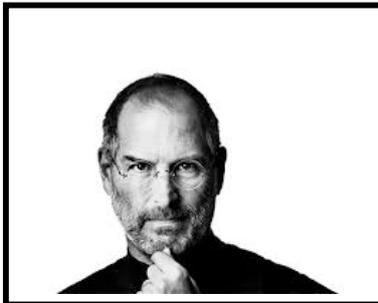


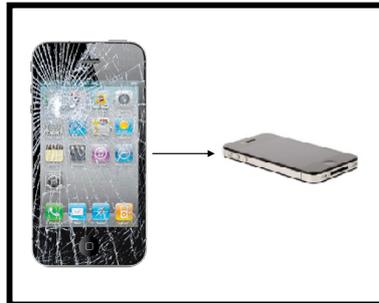
Figure 2 - script

## Storyboard

### Mango Storyboard



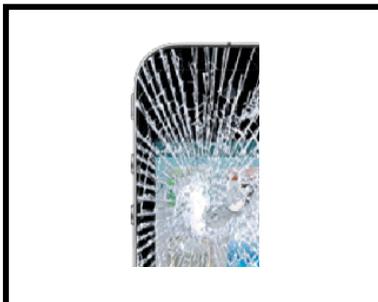
Fade in to medium close-up of a passive-aggressive Keith Hobbs talking about the device.



Fade to an establishing shot of the Mango device, before cutting to close-ups of the device's edges and minor details



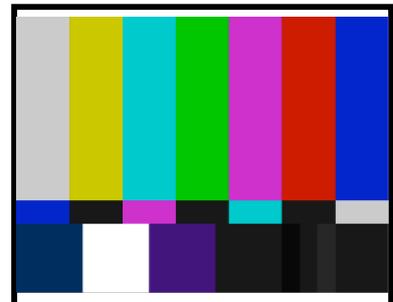
Voiceover of Keith reading script plays, and camera pans around the device.



Cut to close-up shots of the cracked screen when Keith mentions it in the script.



Fade to animation of device without the screen. When Keith talks about a specific part of the device, the 'camera' will zoom in to said part, to give viewers an idea of what they're looking at.

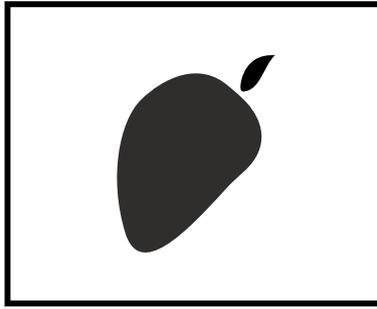


Test card shows to cut off Keith's expletive.

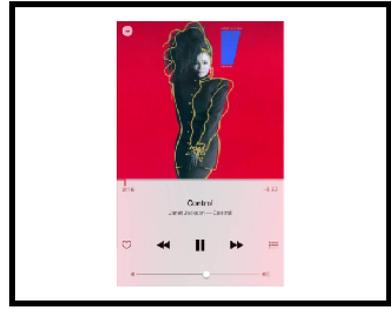
Mango Storyboard



Jump cut to Keith looking into device.



Cut to bespoke after effects title card with Mango OS logo (to be made)



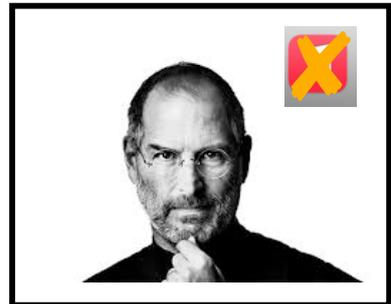
When Keith mentions the Music app, cut to a UI mockup of a music player.



When Keith talks about the Messages app, have a notification from Domino's Pizza pop down from the top (use Facebook.design's mockup).

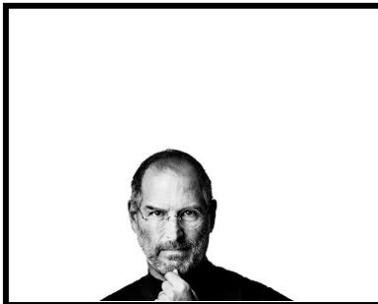


Cut to close up when Keith shows fake excitement over the Stocks app.

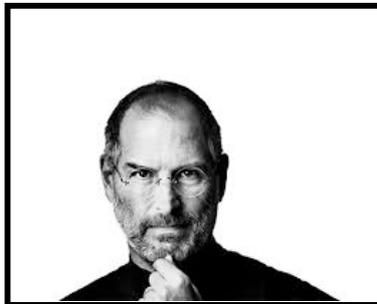


Zoom back out when a distant voice mentions Stocks doesn't work, and remove all audio effects (inc. music) to give the video a rough tone.

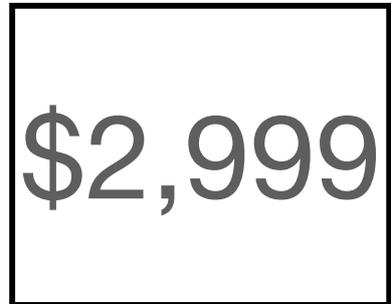
Mango Storyboard



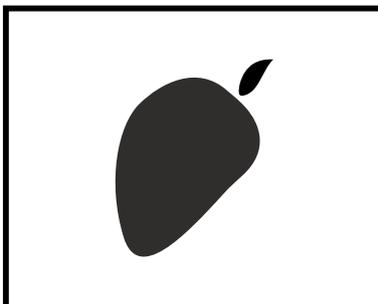
Zoom out further when Keith's shouting back at the distant voice



Re-enable audio effects and music. Keith's facial and vocal expression becomes passive aggressive again.



Fade to white. Keith doesn't appear while the price is shown.



Fade to animated Mango logo made during pre-production.

## Film Treatment

**Working Title:** The Mango Phone

**Genre:** Satirical Comedy/Parody

**Duration:** 1.5-2 minutes

**Target audience:** Technology Enthusiasts

**Synopsis:** Keith Hobbs, chairman of Mango, unveils his shady company's new product to the world – the Phone. The Phone turns out to be the coverup for a get rich quick scheme for Keith and his 'designer' Finn Mitchell, as the company's ground-breaking new product turns out to be a 'probably broken', cracked iPhone 4s, which Mango are buying in bulk and reselling for an incredible markup. Keith, using his distinct passive-aggressive tone, attempts to sell the product using borderline stolen marketing tactics from Apple, but fails miraculously because the product is inherently flawed.

### Characters:

Keith 'Christ' Hobbs – the chairman of Mango. He has a stringent, straight-to-the-point attitude that comes off as incredibly egocentric. Keith has a god complex that sticks out like a sore thumb, and nearly slips up when trying to play the Mango phone off as innovative instead of just a cheap get rich quick scheme. Keith has a brother, Russell, who he's incredibly envious of. Keith is meant to somewhat resemble Steve Jobs in appearance – he has nerdy, rounded spectacles and a black turtleneck jumper.

Finn Mitchell – an off-screen character, who is the lead designer at Mango. He is mentioned briefly by Keith. Much like Keith, Finn is egocentric and suffers from the same god complex issues.

### Requirements:

- Black turtleneck jumper
- Rounded glasses – my prescribed pair will be fine
- 2 iPhone 4S' to be used as props (already purchased)
- Camera operator: Crede Dalton
- Producer: Crede Dalton
- Director: Crede Dalton
- Booked studio – 6<sup>th</sup> May
- Green screen required

### Cast:

Finn Mitchell: Crede Dalton

### Equipment:

Blackmagic URSA (college property)

Panasonic DMZ-FZ1000 (personal property)

Tripod

External audio recorder (e.g. TASCAM) or another external audio recording medium

Clip-on microphone

**Constraints:** Time constraints – only one day in the studio booked, however should be enough. Some shots can possibly be attained in post-production, through the use of After Effects and/or CINEMA 4D.

**Legal and Ethical Considerations:** Some Apple users and/or 'evangelists' may take offense to my project, especially in regard to my Steve Jobs parody character. I have protection from these people, since the project is a parody, and this will be stated clearly during post-production. I do not intend to offend anybody with my film.

## Budget:

Amazon Fashion

Men > Jumpers, Cardigans & Sweaters > Jumpers



Visit the **COOFANDY** Store

Coofandy Men's Turtleneck Roll Neck Polo Necks Slim Fit Pullover Sweaters

★ ★ ★ ★ 454 ratings | 10 answered questions

Price: **£19.99** prime FREE One-Day

FREE Return

The new **Amazon Business American Express Card**  
**1.5% Amazon Rewards** or **60 Day Terms**  
Choose an eligible UK Amazon purchase. Rep APR 12.6% Variable. Terms & apply.

Fit: True to size. Order usual size. -

Size: **XXL** See Chart

Colour: **Black**

Note: This item is eligible for **FREE click and collect** without a minimum order. Details

- Material: 65% Cotton, 30% Polyester, 5% Spandex
- Turtleneck long sleeve T-shirt. It is also a thermal underwear
- 65% Cotton, 30% Polyester, 5% Elastane
- slim fit
- Long Sleeve
- SKU:000019\_8\_XXL
- Slim fit, suitable for casual wear. Closure Type: Pullover.
- Shirts Men

[Report incorrect product information.](#)

You won this auction. | [View order details](#)

## Apple iPhone 4s - 8GB - White

★ ★ ★ ★ ★ 175 product ratings | [See original listing](#)



[See product details](#) | [Sell one like this](#)

Condition: **For parts or not working**

Ended: 04 Apr, 2021 17:09:11 BST

Winning bid: **£0.01** [ 1 bid ]

Postage: **£3.85** Standard Delivery

Item location: Belfast, United Kingdom

Seller: [joerichyuk \(43 ★\)](#) | [Seller's other items](#)

Turtleneck + secondary prop: **£23.85**

Location Recce

Prepared by:	Crede Dalton	Date:	29 April 2021
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<b>Site Address</b>	The Edge Studio Folkestone College Shorcliffe Rd Folkestone CT20 2TZ	<b>Contact Number</b>	<a href="tel:01303858216">01303 858216</a>
<b>Permissions</b>	Yes – 6 <sup>th</sup> May	<b>Safety issues</b>	Refer to risk assessment
<b>Possible shots</b>	Medium close-ups Wide-angle Establishing shots Chroma-keying	<b>Electricity Supply</b>	Yes
<b>Sunlight</b>	No	<b>Points of interest</b>	Green & blue screens Room for various lighting setups

<b>Event:</b>	Mango Phone studio shoot	<b>Date Of Shoot:</b>	06 April 2021	<b>Venue:</b>	The Edge Studio, Folkestone College
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1 – Activity/Area of Concern	2 – Hazards Identified	3 - Persons at Risk	4 – Current Risk Factor	5 – Actions Taken	6 – New Risk Factor
COVID-19	Lack of social distancing, restricted ventilation, sanitation	Everyone, especially those with underlying health conditions	High	Ensure people and equipment are sanitised, practise social distancing. Door has to be shut while shooting to reduce background noise.	Medium
Placement of lighting & other equipment	Cables – could be a tripping hazard	Everyone not paying full attention to cables	Medium	Ensure cables are routed in a safe manner	Low
Lighting	Voltage – overvolting equipment can cause permanent damage	Everyone – overvolted equipment could cause an electrical fire	Medium	Ensure equipment is receiving the correct amount of power. I'll likely be using house lights so lighting worries can be further reduced.	Low
Lighting	Thermals – if lights are touched people could possibly be burned	Everyone, especially if they're adjusting the lights	Medium	If lights are being adjusted, hold them by their tripod.	Low

URSA	Security of URSA on tripod	Those in the way of the URSA – if it falls on them it could cause serious injury	Medium	Ensure the URSA is mounted securely in the tripod and at an angle where it won't fall over	Low
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## 20 April - Research Notes

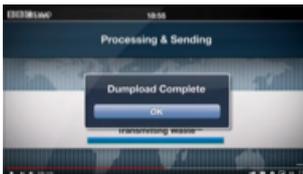
(Serafinowicz, 2008)

- A parody Steve Jobs, referred to as John
- Set has a white background and oak table, just like Apple product reveal videos. Can also be compared to the architecture of Apple stores.



Clip 2: (Introducing iOS 7 - Official Video - YouTube, 2013)

- Product, iToilet, parodies appearance of Macs of the era
- 'iToilet account' mentioned - parody of Apple ID
- Parody interface shown, resembles iOS of the era



- 'No need to carry toilet paper' - like Apple, experience is simplified
- Parody of either iTunes or App Store - on-the-fly downloading



- Presumable optical drive turns out to be printer - element of surprise given to viewer



### **(Apple Introduces Revolutionary New Laptop With No Keyboard - YouTube, 2009)**

- Product is described as revolutionary - Apple-esque marketing buzzwords
- Perfect parody of Apple oversimplification - iPod click wheel on a Mac
- 'Create typing a thing of the past' - a dig on Apple's often disliked ideology of 'reinventing the wheel'
- 'Nothing's more simple than a single giant button' - amusing statements like this are said seriously to undermine their stupidity
  - 'Everything is just a few hundred clicks away' parodies original Macintosh advertising slogans
- Clearly parodies Mac OS X - makes report seem more authentic



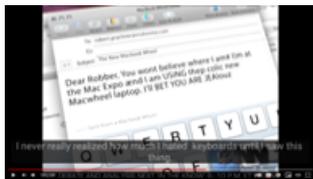
- 'Giving customers features they didnt even know they wanted'
- 'Won't hit the shelves for another 3-15 months' - yet more

undermined outlandish statements

- Apple fans are also parodied in the video



- Product's flaws are clearly shown in the video, but the fan's shilling helps understate it.



- 'Just \$2,600' - implies the clearly flawed product is a bargain. Described as an 'investment', as if it's an essential item.



- Mocks Apple's sometimes questionable battery life on their products



- 'Next generation will be 4 ounces lighter, due to it's lack of screen, hard drive or wheel' - Apple's less is more strategy.
- 'Remains to be seen if the Wheel will catch on in the business world, where people use computers for actual work and not just picking around' - downplays Apple products and compares them to toys, in comparison to PC's which are seen as proper business machines

**(Serafinowicz, 2008)**

- Serafinowicz' second Apple skit revolves around the Mactini, set during a bygone era where Apple were making their products as small as possible.
- Much like the Onion's skit, the Martini uses a simplified input method - a single key. A system of gestures is used to operate the device.
  - This is shown when John tries to type the letter Z, hitting the button 26 times without cutting.



- 'The smallest computer in the world' bold statements like what Apple uses
- Oversized user guide is a contrast to Apple's ethos of simplifying devices - however, on the flip side, one could say the Mactini is oversimplified.



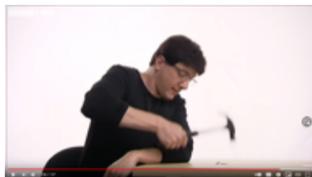
- Implies people want to watch a film on something as small as this - could be a jab at people who watched films on their iPods or iPhones at the time



- Mocks Apple's rapid release schedule, which was hard to catch up with during the mid-late 2000's



- The Mactini Nano is released and the old one is smashed with a hammer to joke at Apple's planned obsolescence.



## **Primary Research - Steve's experience filming an Apple commercial**

For my primary research, Steve told me about the experience he had filming a commercial for Apple in London., specifically for the iPhone 4s and its new Siri feature. The production was incredibly professional, with a large filming crew which was required to sign a non-disclosure agreement due to the device in question being unreleased.